

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – SELECTION OF CONSULTANTS)

COUNTRY: REPUBLIC OF GHANA

NAME OF PROJECT: e-TRANSFORM PROJECT, ADDITIONAL FINANCING (P144140, IDA 67410-GH)

CREDIT NO.: IDA 67410-GH

ASSIGNMENT TITLE: FIRM TO IDENTIFY MEDIA PORTALS TO REACH OUR TARGET AUDIENCE EFFECTIVELY, CONSIDER REPUTABLE NEWSPAPERS, MAGAZINES, ONLINE NEWS SITES, AND INFLUENTIAL BLOGS THAT HAVE SIGNIFICANT READERSHIP. COMPILER LIST OF POTENTIAL MEDIA OUTLETS TO CRAFT COMPELLING STORIES

Reference No. (as per Procurement Plan): - **eTP/AF/Comp/4 – GH-MOC-370049-CS-CQS**

The Government of the Republic of Ghana has received financing from the World Bank toward the cost of the eTransform Project Additional Financing and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include the hiring of a Consultancy firm to identify media portals to reach our target audience effectively, consider reputable newspapers, magazines, online news sites, and influential blogs that have significant readership. Compile list of potential media outlets to Design compelling stories for the eTransform Project.

The assignment will cover a period of Ten Weeks. The assignment is expected to start in December 2023.

The detailed Terms of Reference (TOR) for the assignment can be obtained at the address given below.

The Ministry of Communications now invites eligible (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

- a) The Consultant must be a legally registered consulting firm in Ghana with at least five (5) years of experience in the communication, publication, branding and advertising industries in Ghana.
- b) Must have past experience in advertising or communication for Government agencies or departments
- c) The Consultant or Consulting entity shall have or shall have in their team, individuals with demonstrable experience and capacity to provide services in Identifying and targeting media portals, Craft compelling stories, Create a press release, Pitch to media outlets, Follow up and build relationships and Monitor media coverage
- d) Provide References of similar assignments undertaken in the past
- e) Fluency and ability to conduct research in the English Language

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" 4th Edition dated November 2020 ("Procurement Regulations") and is open to all eligible Bidders as defined in the Procurement Regulations. ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Selection based on Consultants Qualification method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours from **0900 to 1700 hours on Monday to Friday**.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **16:00 GMT on November 6, 2023**.

The Chief Director
Attention: Project Coordinator
eTransform Project
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Ministry of Communications Building
Abdul Diouf Street,
Near Kofi Annan ICT Center of Excellence,
Ridge, Accra
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